

Fig. 1

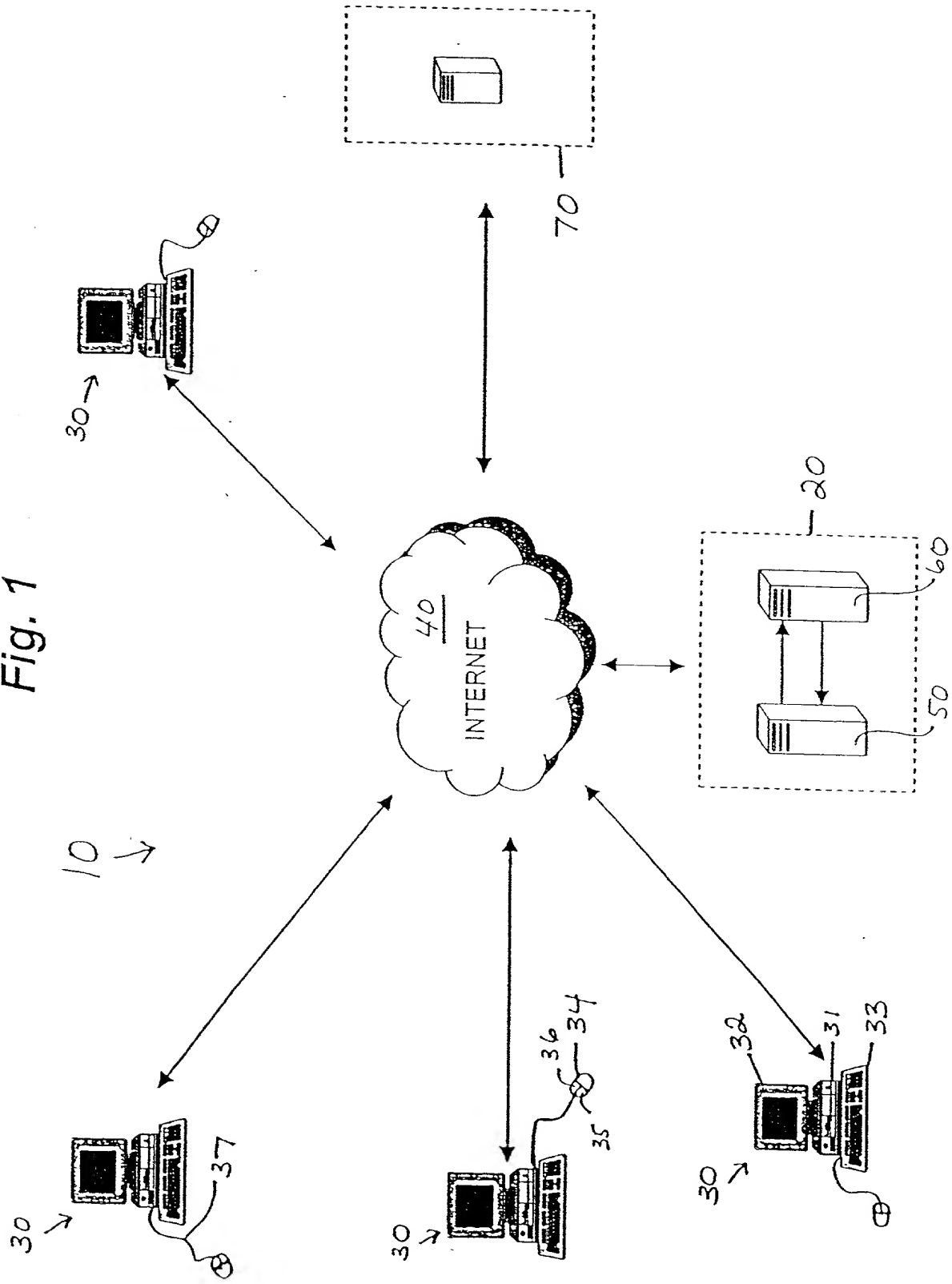


Fig. 2

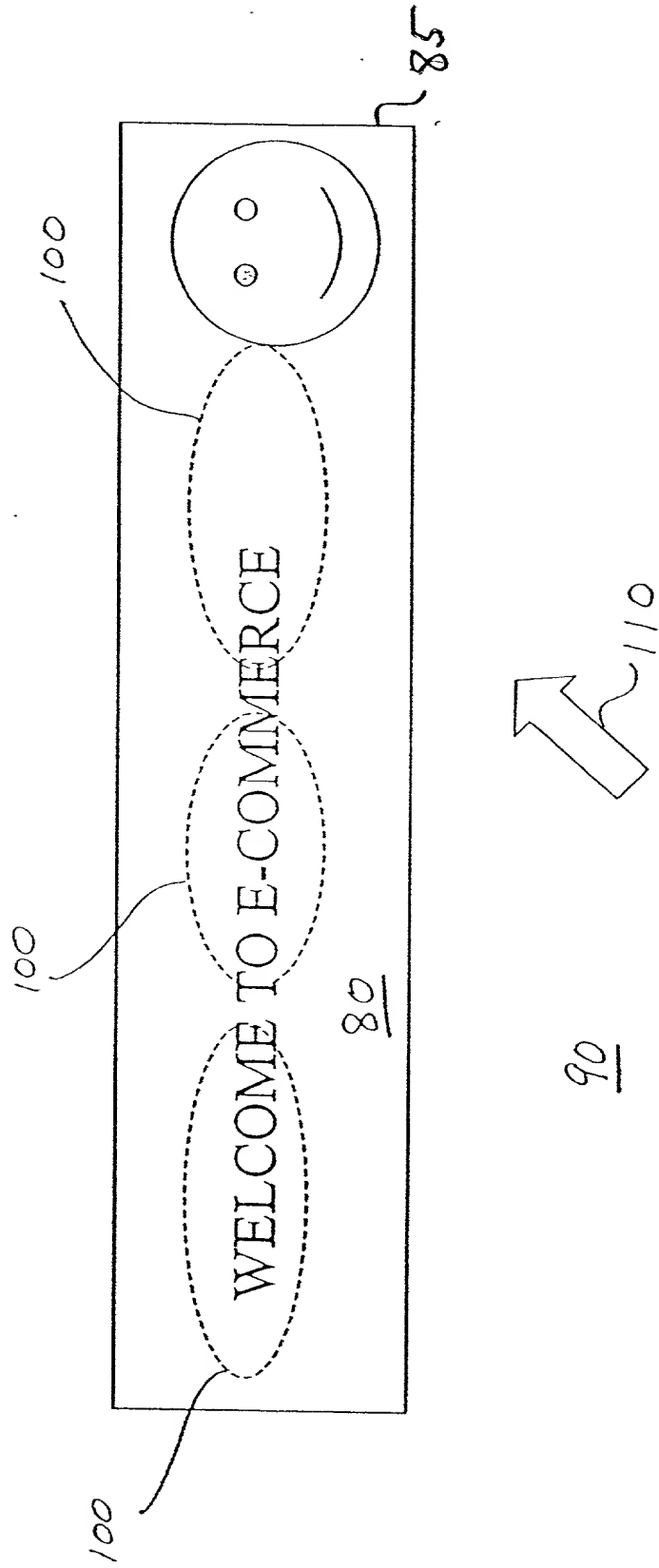
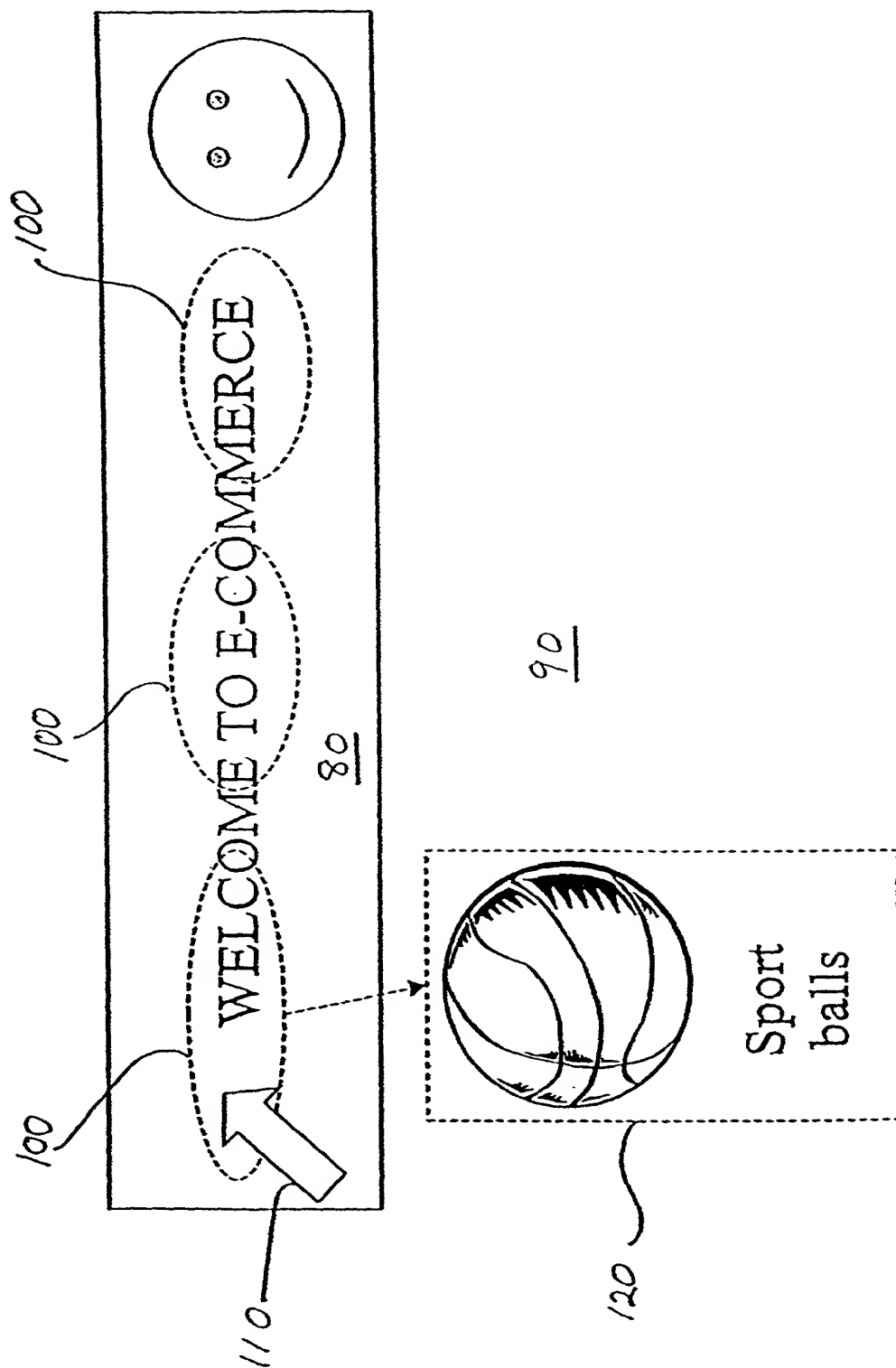


Fig. 3



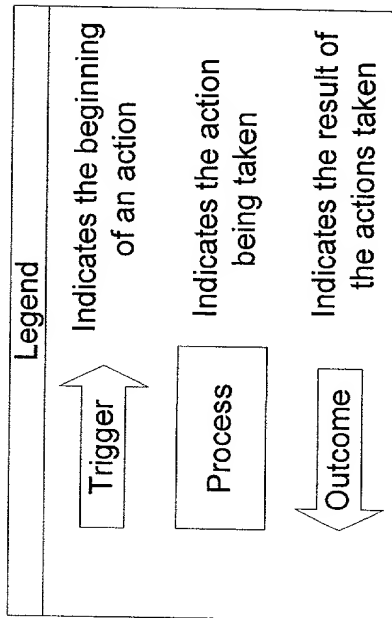
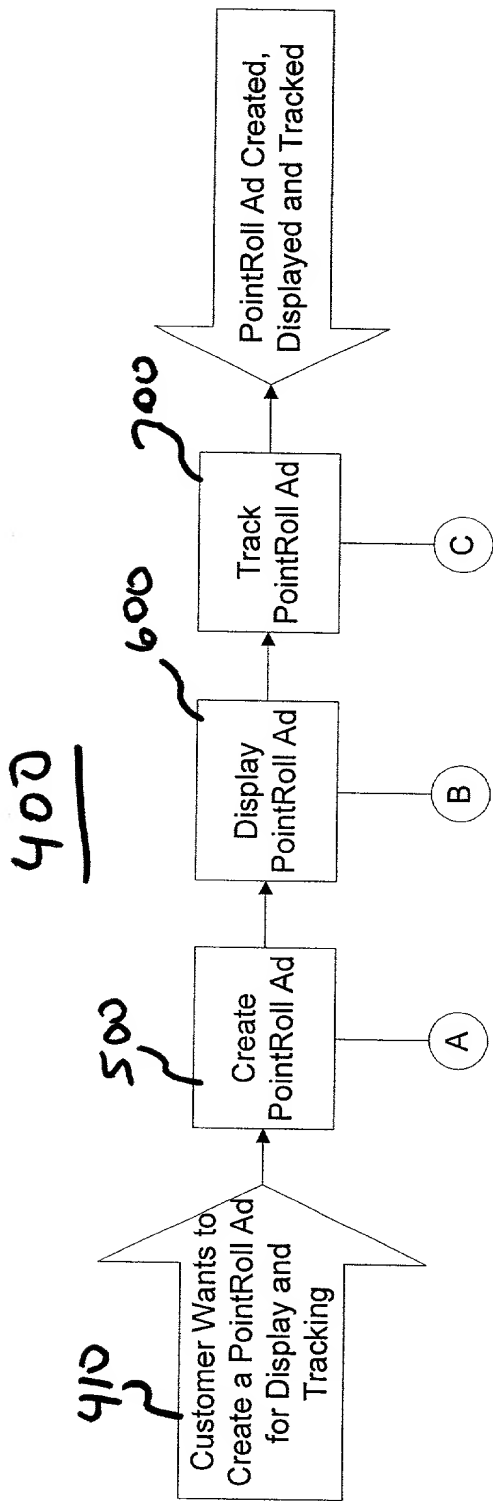


FIG. 4

# PointRoll Administration Tool Overview

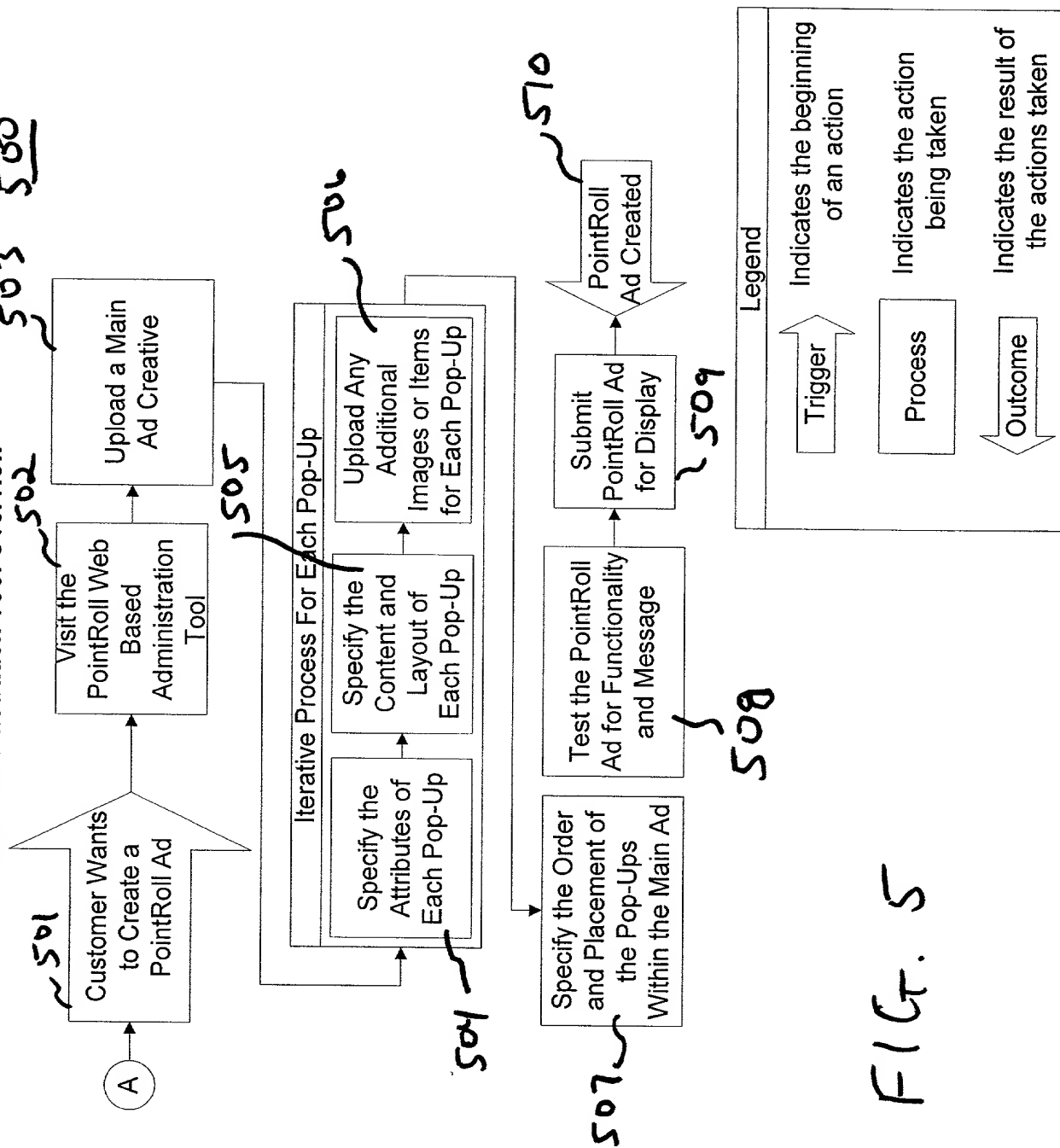


FIG. 5

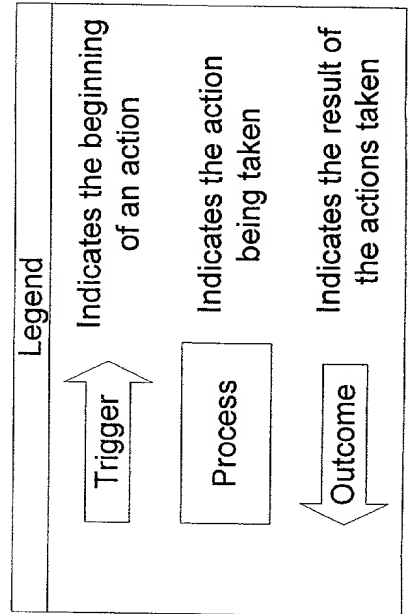
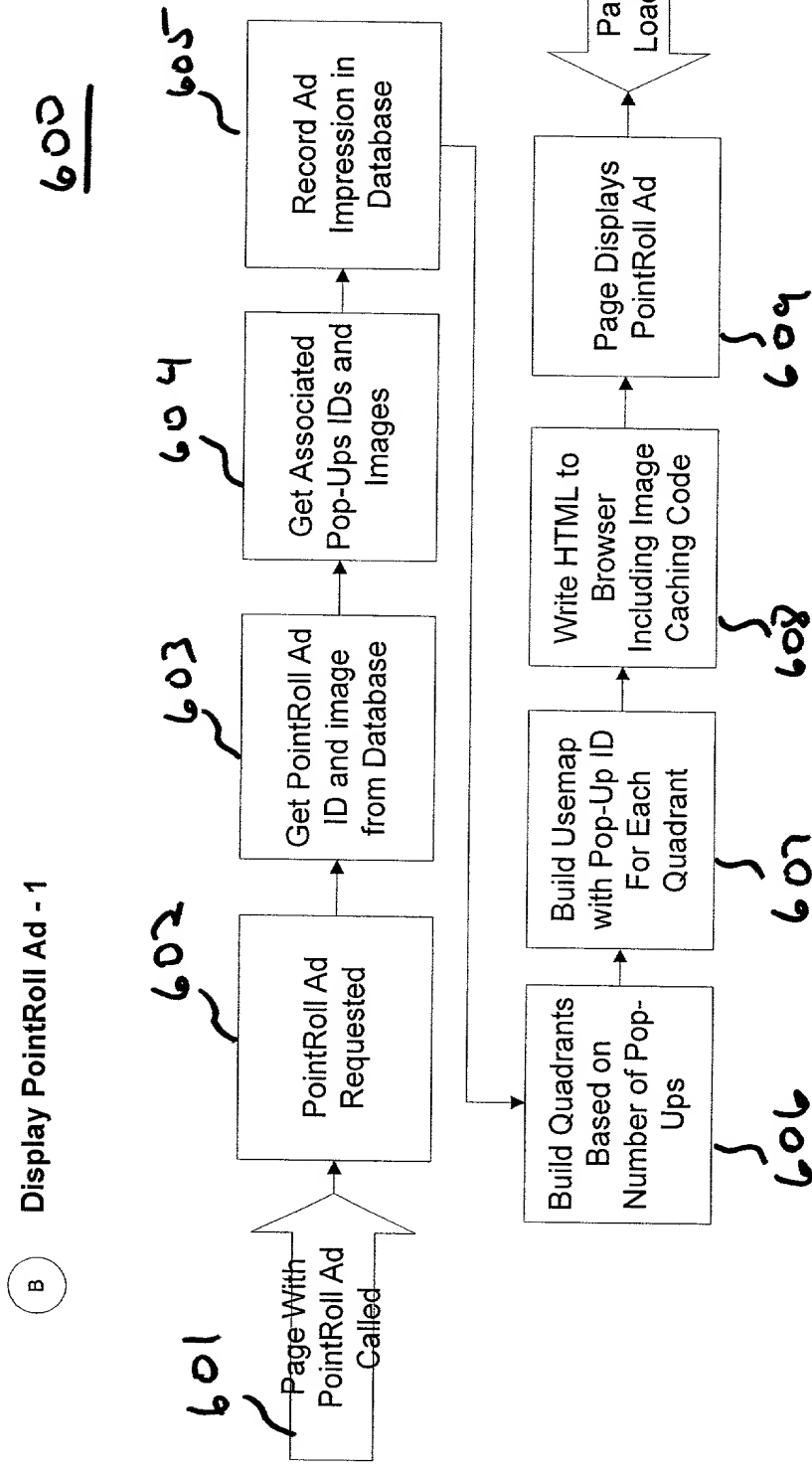


FIG. 6A

Display PointRoll Ad - 2

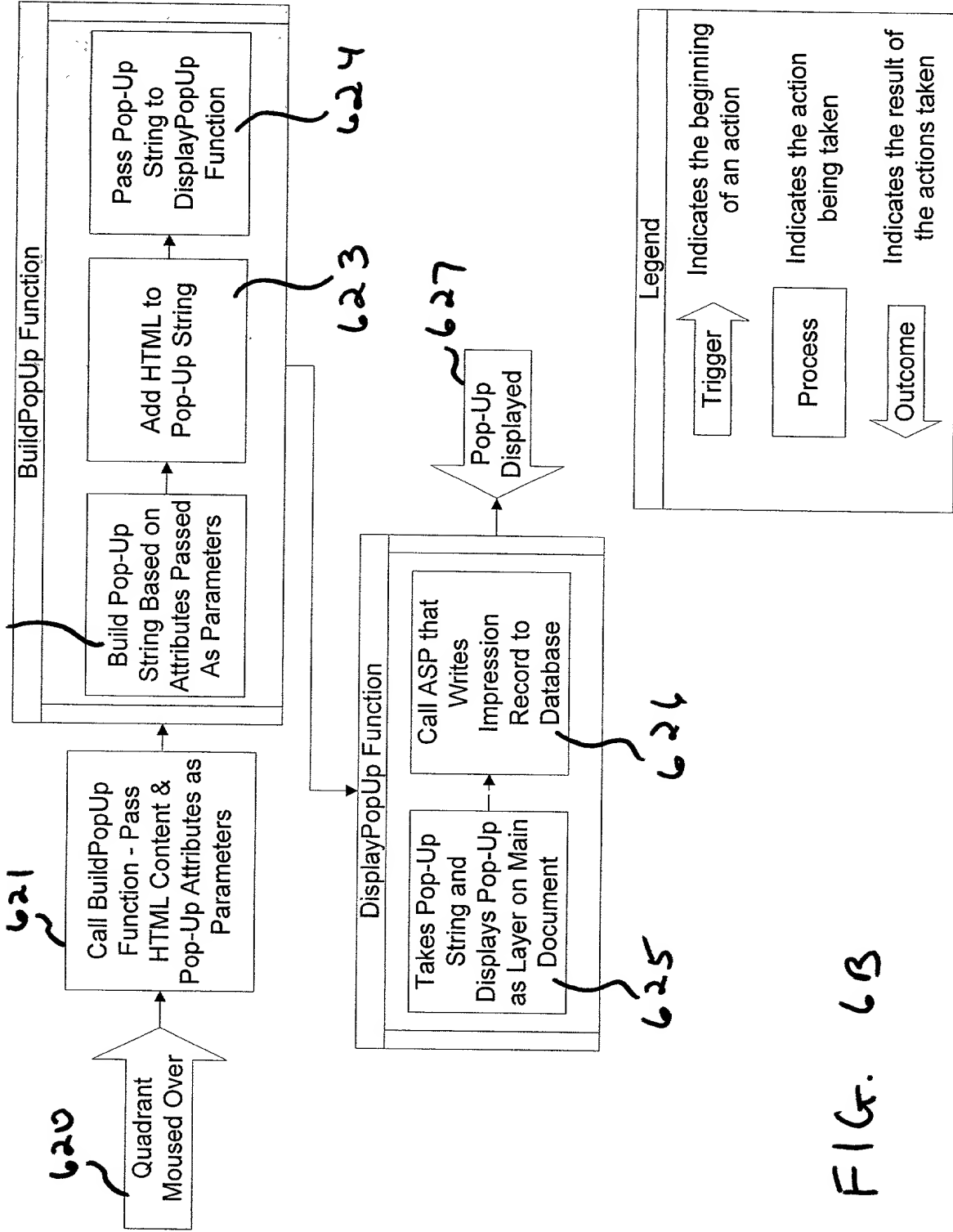


FIG. 6B

Display PointRoll Ad - 3

600

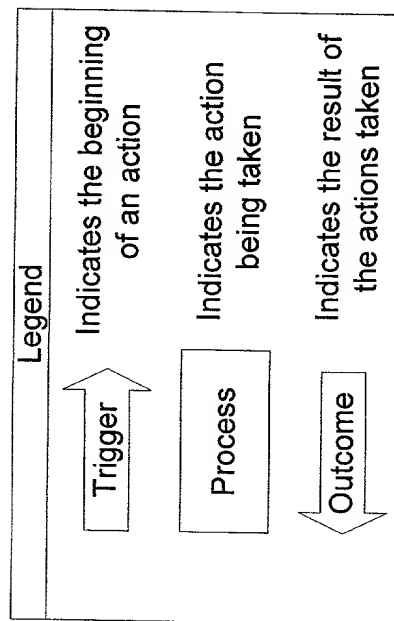
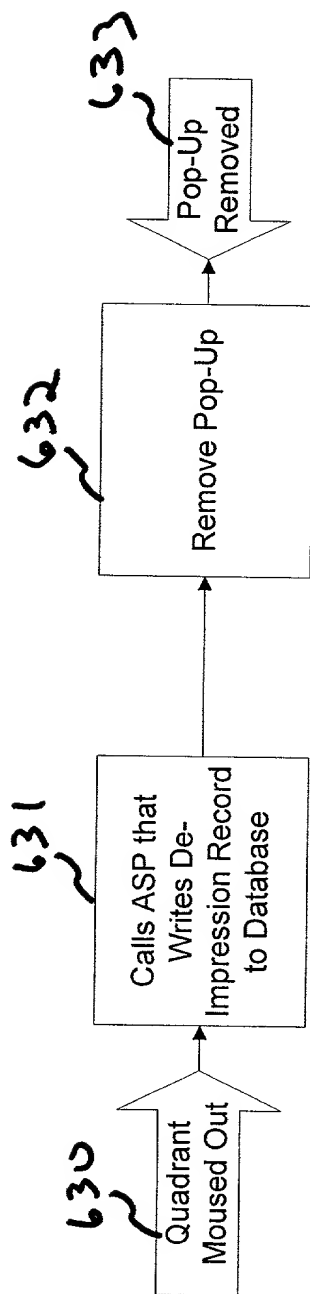
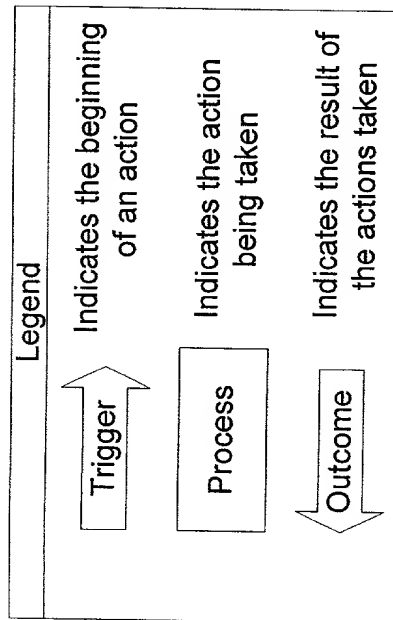
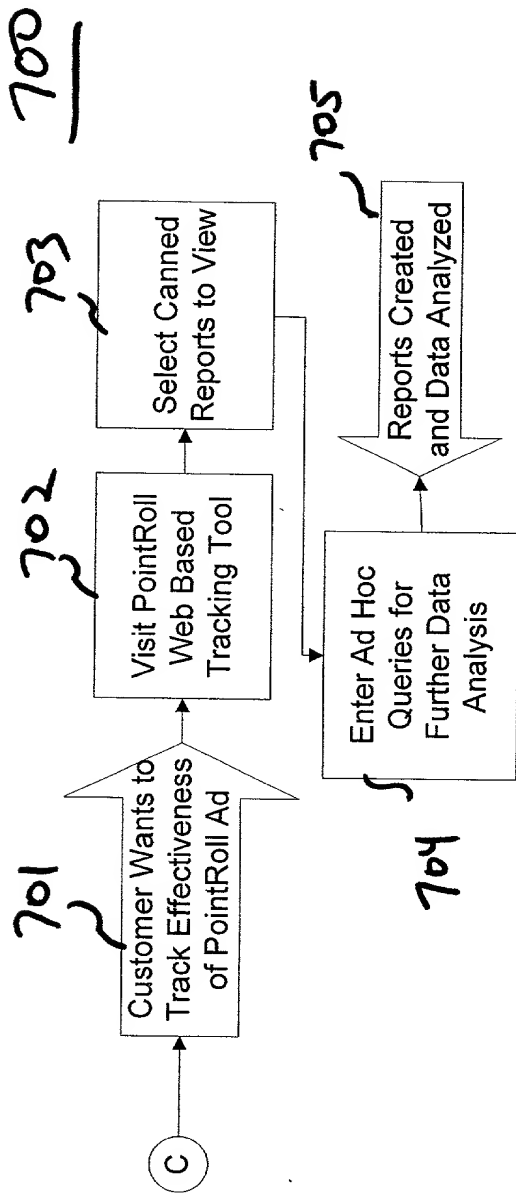


FIG. 6C





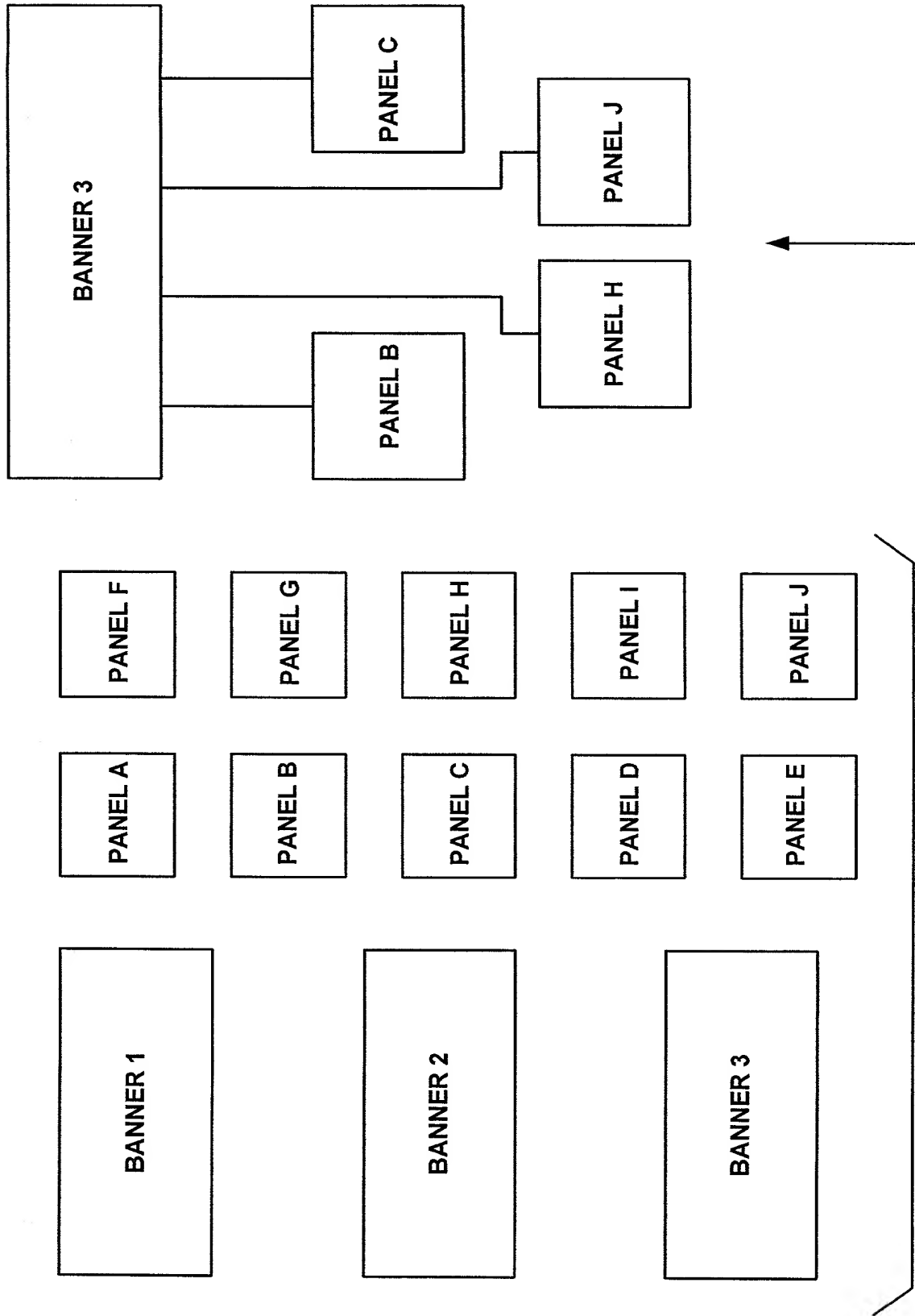


FIG. 8

800

Process Flow

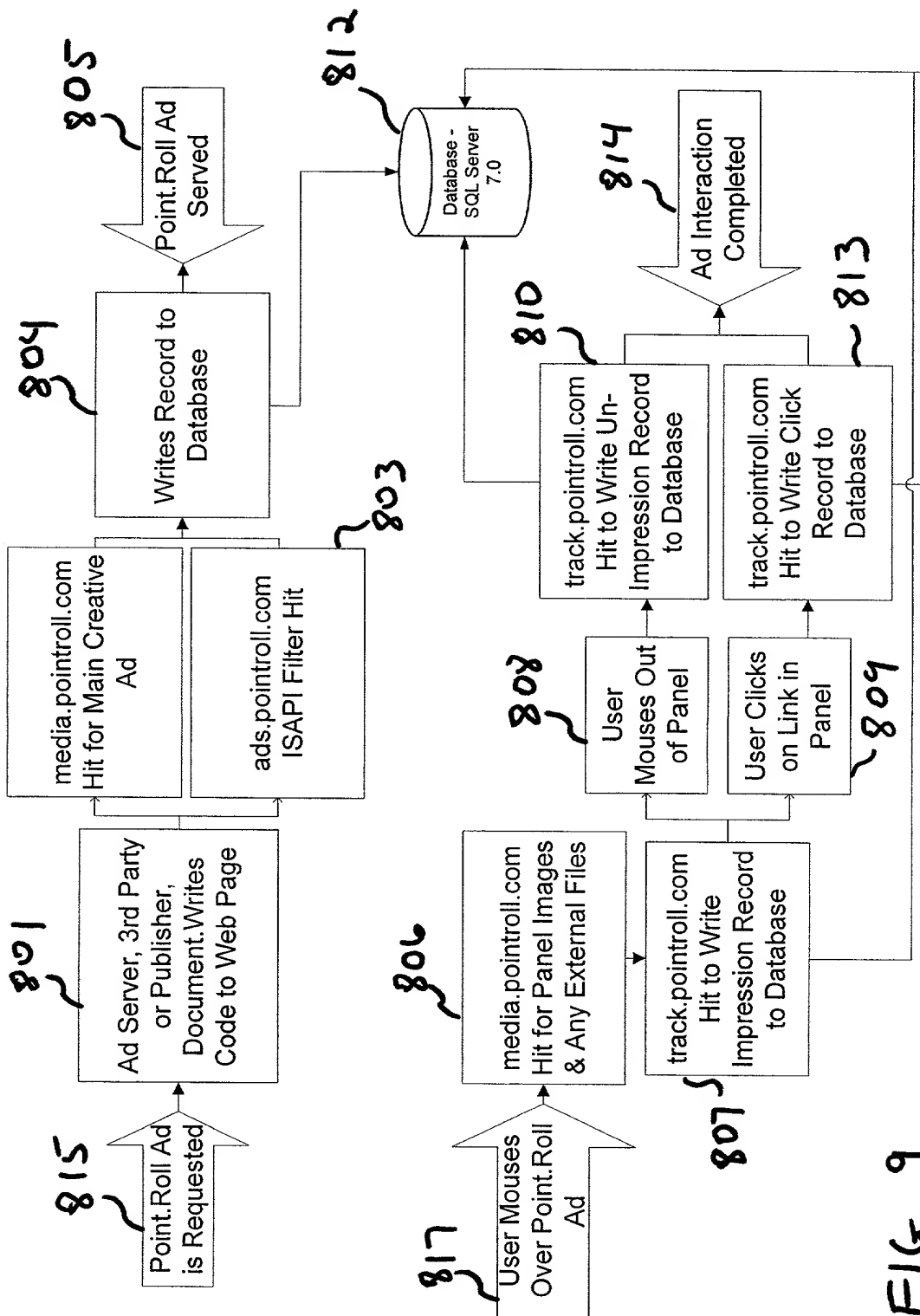


FIG. 9

09872072-123101

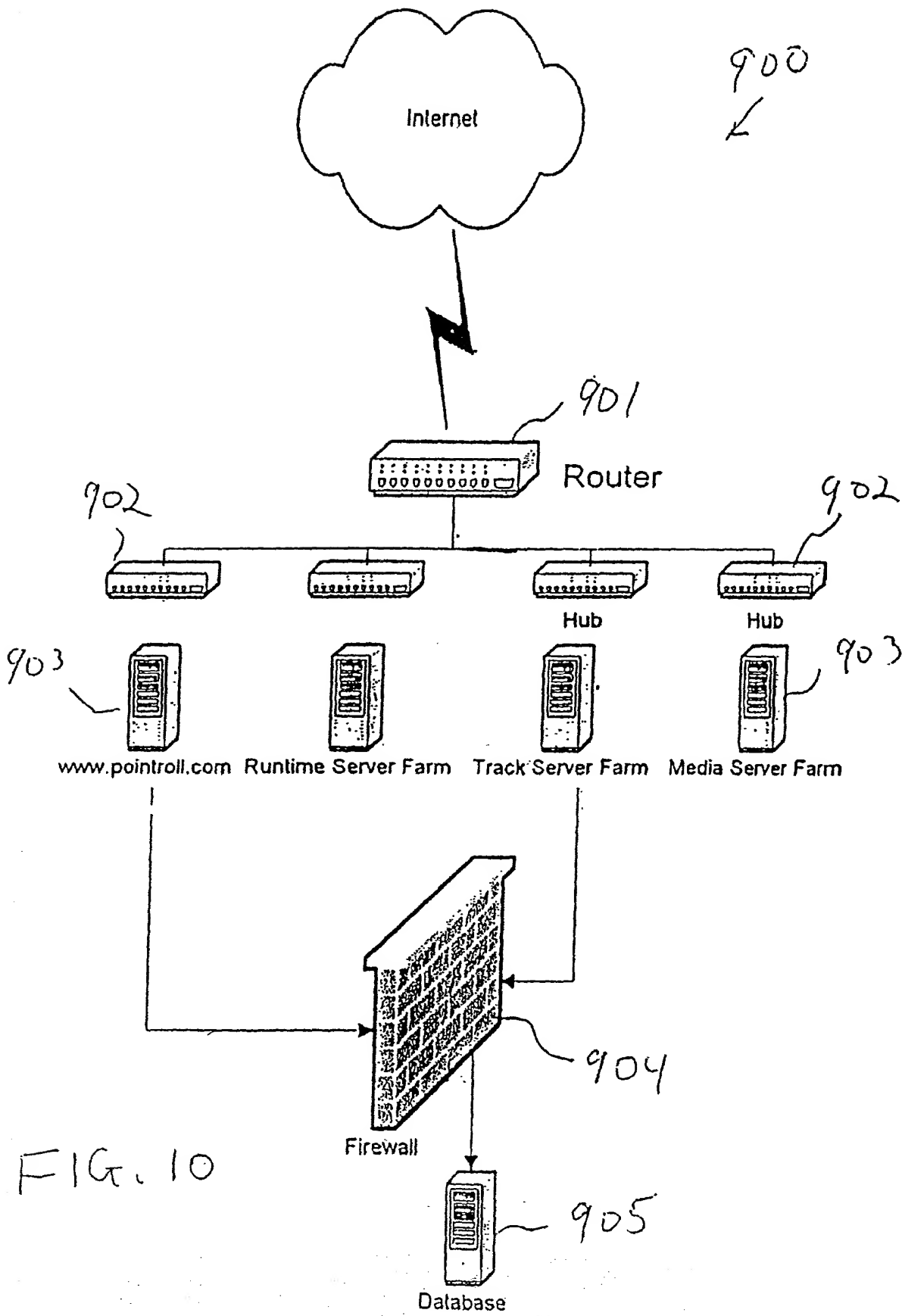


FIG. 10

